

CATHOLIC + SAN FRANCISCO needs your help...

YES, I want to support the publishing ministry of *Catholic San Francisco*. I understand that my gift will help provide and expand home delivery of *Catholic San Francisco* to all registered parishioners in the Archdiocese. Enclosed is my gift of:

\$25 \$40 \$60 \$75 \$99

Other: \$ _____

Please mail this form and your donation to:

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2 Easy Gift Payment Options (Check one)

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*For *Catholic San Francisco* communications only.

Sustaining Membership Monthly Gift

I'd like to make a monthly contribution to *Catholic San Francisco*. Please charge my credit card \$ _____ each month.



Dear *Catholic San Francisco* reader,

Catholics are well-known for their loyalty to their diocesan press but we think *Catholic San Francisco* readers have a special connection to their paper. We're not making that up: The remarkable response rate to our 2015 readership survey was concrete proof in readers' own words. The message: The paper is part of our lives, keep it coming. Even more compelling was the response to our September 2017 giving campaign: Nearly 800 gifts received in the first five weeks, ranging from \$1 to \$1,000, and putting us a quarter of the way toward our yearly goal of \$120,000. The response — enough after expenses to cover home delivery for two issues — was an endorsement of the paper's work but more so an affirmation of a meaningful relationship between the paper and the community. With this new letter we reach out to say "thank you" for your confidence and invite the relationship to grow even more this Christmas season and into 2018.

On our end, it's exciting work to do all we can to keep the Catholic community connected. We see it as the missionary church in action. Our staff creates or selects 5,000 items a year to share in *CSF* and its companion publications. That 5,000 multiplies many-fold in connections on the receiving end – business for local Catholic advertisers, attendance at church events, getting reacquainted with old school friends through a notice of a reunion, learning of volunteer opportunities, conversations with family and friends about a letter to the editor or a message by Pope Francis.

As important as the big news stories are — we organized a two-issue, mission-driven response to the October fires in the North Bay, for example — sometimes we feel we do our job best when listening to the small voices who form most of our community: The parishioner calling for help keeping an Italian Mass thriving as a San Francisco tradition, the pastor sharing pictures of the beautiful new church organ, the church choir member getting the word out about a gospel Mass for Black Catholic History Month, helping a reader research the history of U.S. cardinals, mailing a reader back issues after her delivery was interrupted, putting extra copies aside for the Peruvian consul to hand out during a community devotion, making sure the parish school Halloween party picture gets in the paper. We hear it said often, especially by people in the pews: In a time and place like this, who would we tell our story to if we didn't have *Catholic San Francisco*?

In this season of giving, we invite you to affirm Catholic connection by filling in the attached form and sending a generous contribution to your archdiocesan paper. Your tax-deductible gift goes to direct support of our mission, helping to power our shared engine of home-delivered Catholic connection for the 89 parishes of the three-county archdiocese as well as schools, religious communities, apostolates and Gospel spirit and action wherever two or more meet.

We wish you a joyous Christmas season and many blessings in the New Year!

Sincerely,

Rick DelVecchio
Editor/General Manager

P.S. A gift today of \$25 or more will help us continue to offer free home delivery of *Catholic San Francisco* to all registered parishioners. Your generous gift also will help us expand home delivery to new subscribers. Thank you!